



## Plug-In To eCycling LEADER LEVEL PARTNERSHIP

At the **LEADER LEVEL**, Plug-In To eCycling partners work with EPA to promote the campaign by orchestrating and advertising electronics collection events, ongoing drop-off sites and/or other opportunities for electronics recycling.

Partners are committed to take the following actions:

- **Significantly help to grow electronics recycling infrastructure.** This can include, but is not limited to: linking government and NGO event hosts with national cosponsors (resulting in partnerships for 5 collection events); developing and funding a grant program for local governments, NGOs or other entities to hold collection and outreach events; contributing to cover costs at 4 local collection events directly; or developing and financing incentives for consumer participation.
- **Secure new advertising or news media coverage of electronics recycling and the campaign.** This can include print, television, or radio.
- **Conduct direct constituent outreach on electronics recycling and the campaign.** This can be through newsletters, brochures, flyers, bills, etc.

EPA will provide the following recognition and support:

- ✓ Participation in nationally-recognized campaign - use of logos, brochures, toolkit, print ads, etc. (which can be adapted to your organization and event);
- ✓ Mention by EPA officials in news shows/articles where ever possible;
- ✓ Letter of thanks from Assistant Administrator Marianne Lamont-Horinko;
- ✓ On stage publicity opportunities (e.g., Earth Day promotional events);
- ✓ Listing as a project partner in campaign posters, brochures, print ads, and on website;
- ✓ Integration of partner role into final project report.



## Plug-In To eCycling SUPPORTER LEVEL PARTNERSHIP

At the **SUPPORTER LEVEL**, Plug-In To eCycling partners work with EPA to promote the campaign through outreach support.

Partners are committed to take the following actions:

- **Conduct direct constituent outreach on electronics recycling and the campaign.** This can be through newsletters, brochures, flyers, bills, etc.
- **Place print advertisements or announcements in local/regional newspapers.** (EPA will provide a template)
- **Promote the campaign at public forums.**
- **Feature the campaign on your organization's website with a link to EPA page and distribute campaign materials through your organization.**

EPA will provide the following recognition and support:

- ✓ Participation in nationally-recognized campaign - use of logos, brochures, toolkit, print ads, etc. (which can be adapted to your organization and event);
- ✓ Letter of thanks from Assistant Administrator Marianne Lamont-Horinko;
- ✓ Listing as a Supporter level project partner on website;
- ✓ Provision of technical assistance to partners hosting collection events/opportunities; and
- ✓ Integration of partner role into final project report.

